

WEBINAR

Creating Seamless Data Across a Best-in-Class Multi-Vendor Platform

November 30, 2021

Rachel Lane Director, Senior Solutions Principal - Contact Center Practice

Nick Glimsdahl Director, Contact Center Solutions at VDS - Podcast Host: Press 1 For Nick

Medallia

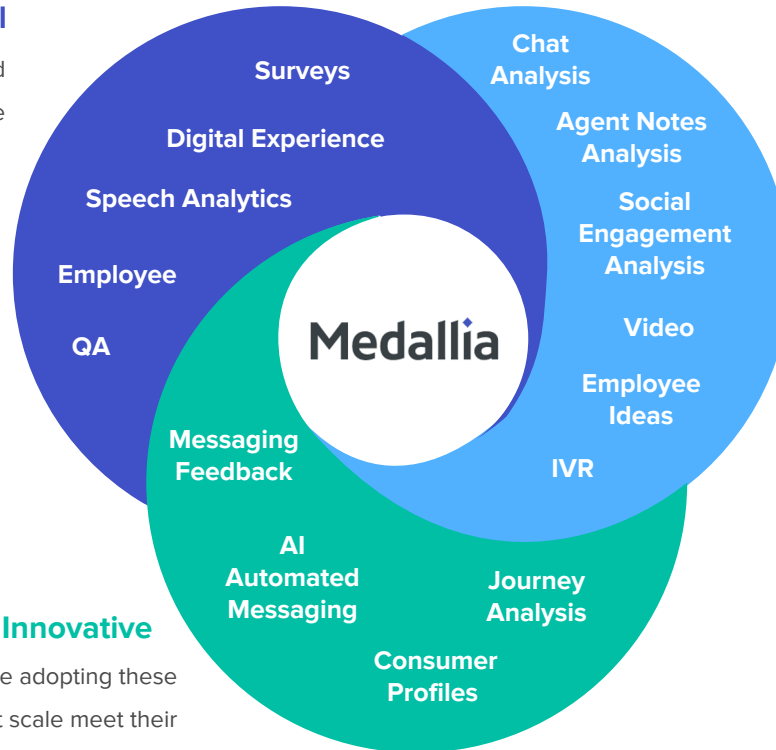


Contact Center Best Practice Solution Guide

Where do I start?

Foundational

Solutions which create widespread business impact at scale



Optimized

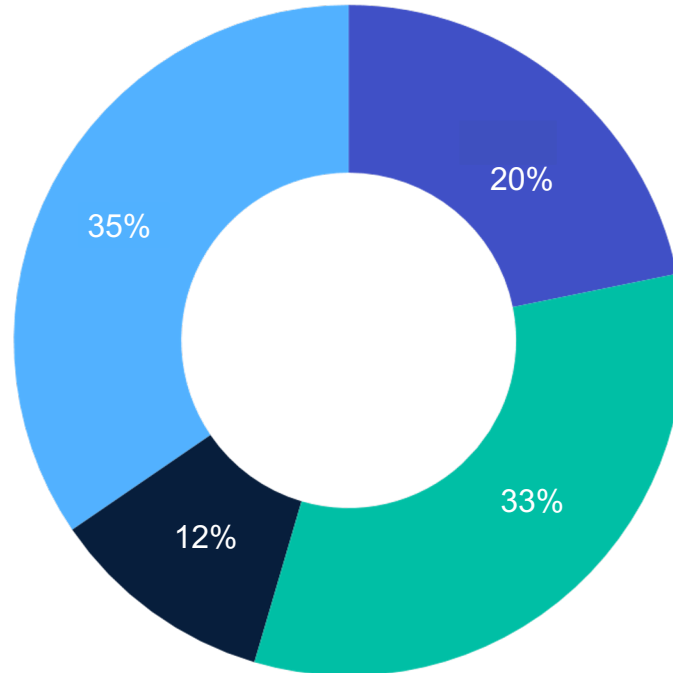
Adding these signals will deliver significant impact to the core program

Innovative

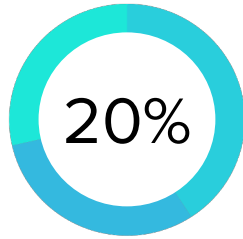
Customers are adopting these new signals at scale meet their customers wherever they are

Trends Driving Technology Purchase in the Contact Center

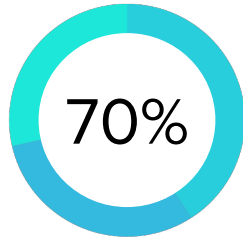
- Optimizing Digital/self service
- Analytics and Automation
- Enabling Frontline Quality
- Omni-channel seamless experiences



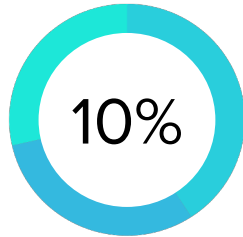
Enterprise Procurement Strategy



Single vendor CCaaS suite



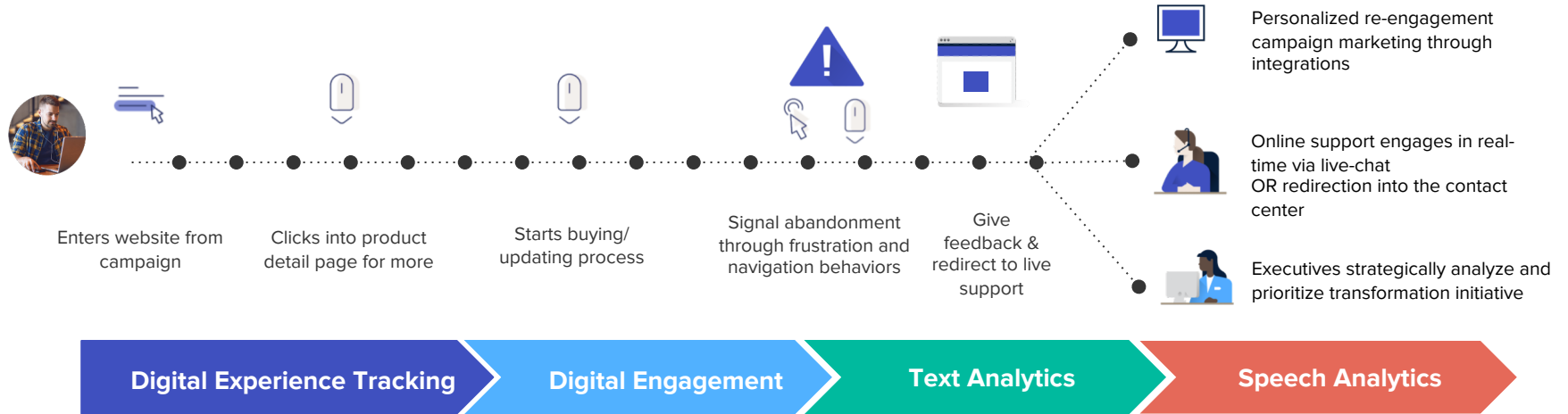
CCaaS Point Solution Build



Other (on premise/home build, etc.)

Trend: Optimizing Digital Service

Decibel, Digital, Text and Speech Analytics as a self-service best practice



Question

Challenge?

Do you see a growing trend in bringing in digital data into the contact center ecosystem?

Action?

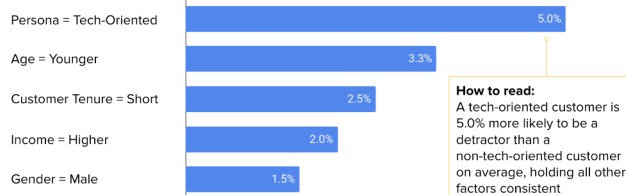
How do we use this data?

Trend: Analytics and Automation

MEC + Speech as an analytics and automation best practice

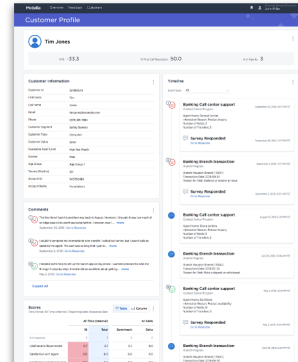
Customer-level predictive attributes

These are some examples of inherent, customer-level attributes that contribute to the likelihood of that customer being a detractor



Customer attributes and preferences

Recent customer comments



Full timeline of customer interactions, signals, and feedback

Text Analytics

Speech

CX Profiles & Journeys

Real-time

Bring together omnichannel signals for a **unified view of each customer's experiences with your brand**

Trigger RPA or next best action

Question

Challenge?

How are you seeing CX data driving automation?

Action?

How is automation maturing in the contact center?
What are the typical applications now and what do you expect to see in the future?

Trend: Enabling Frontline Quality

Medallia's Contact Center Suite as an agent attrition best practice

Bringing in customer data from other unstructured and structured sources, live chat, agent notes



Delivering direct customer feedback of individual service experience - learning how the customer feels



Deploying employee pulse surveys and ad hoc opportunities for feedback to understand the current temperature of the team and individual

Signal Capture

Speech Analytics

Agent Performance

Ideas Management

EX

Taking call quality scores and automated QA to pinpoint areas to focus that are operationally impactful to the business

Enabling frontline agents with key business insights to share ideas for service and business improvement

Question

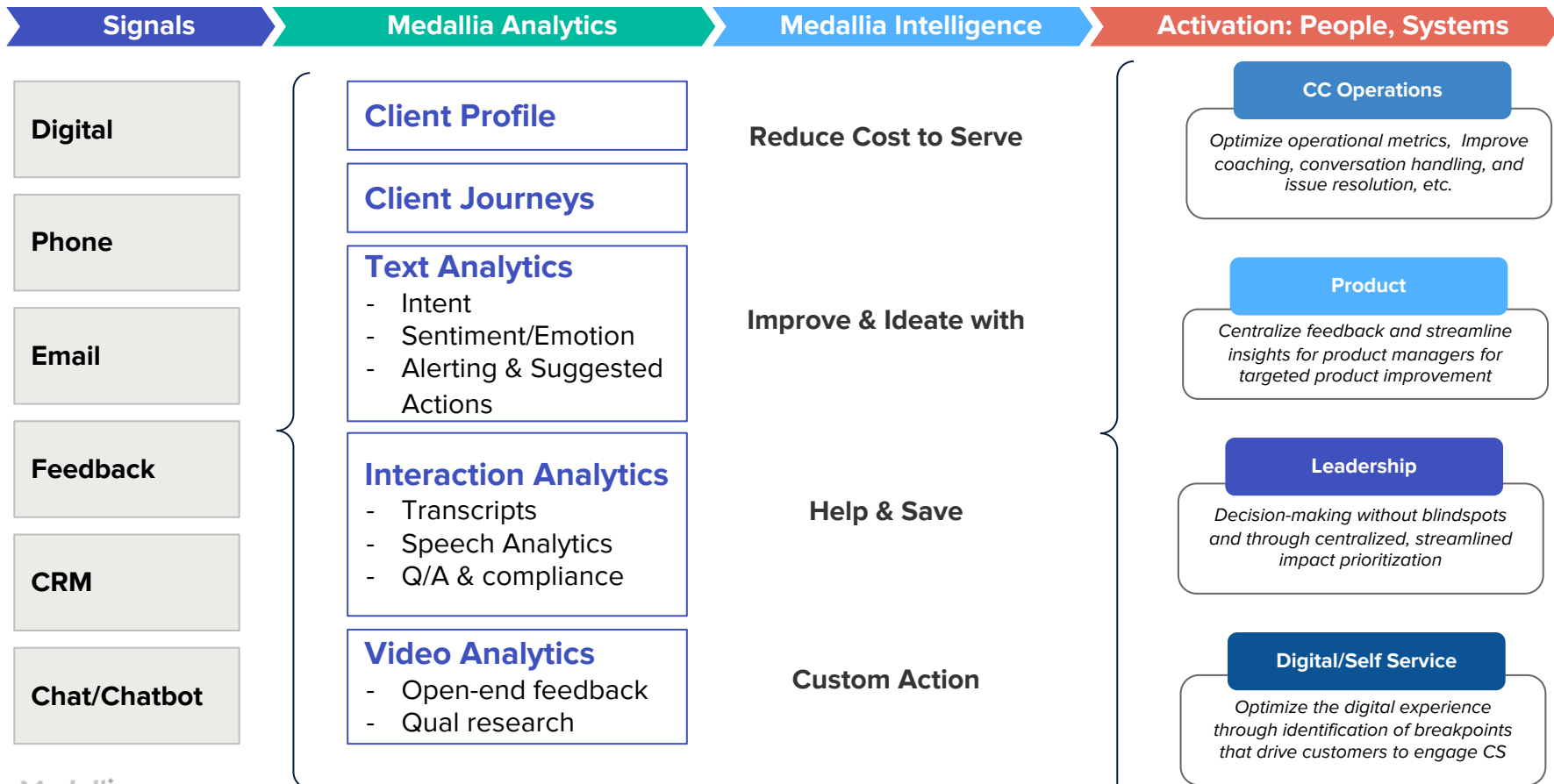
Challenge?

Legacy systems have driven manual QA through spreadsheets or only partial automation.

Action?

What is the future of managing frontline quality?

Data Orchestration for Optimized Omni Analytics



Current Thinking on Contact Center Architecture Strategy



AGILE DATA

- Best-in-Class solutions
- Ease of Implementation
- Ease of Use

Ask the Expert Q&A



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From Good to Great:
A 5-Part Series on
Transforming your
Contact Center to
Deliver the Best
Customer and Agent
Experiences

December 2021
9:00 EST / 14:00 GMT / 15:00
CET (30 minutes)

Session 4: Wed., Dec. 8, 2021: How to empower people effectiveness for proactive front-line action

Session 5: Wed., Dec. 15, 2021: How to take action on the powerful combination of employee and customer data